

Message Text

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ACTION AGR-08

INFO OCT-01 EUR-12 IO-13 ISO-00 CIAE-00 EB-07 INR-07

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FM AMEMBASSY BUCHAREST

TO SECSTATE WASHDC 8985

INFO USDOC WASHDC

AMEMBASSY BELGRADE

AMEMBASSY VIENNA

USDEL MTN GENEVA

USMISSION EC BRUSSELS

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STATE PASS AGRICULTURE

BELGRADE FOR AGATT

VIENNA FOR EWTDO

USDOC FOR BEWT/BURGESS

E.O. 11652: N/A

TAGS: EAGR, EEWT

SUBJ: MEAT PROCESSING AND TRADE

1. AMERICAN BUSINESS REP SUPPLIED TO EMBOFF ON JULY 22
FOLLOWING INFORMATION ON STRICTLY PROPRIETARY BASIS.
AGMIN OFFICIALS TOLD HIM THAT ROMANIA WILL BUILD 23
NEW MEAT PACKING PLANTS IN CURRENT FIVE-YEAR PLAN
(1976-1980). EACH PLANT WILL HAVE PRODUCTION CAPACITY
PER YEAR OF 1500 TONS OF EXPORT-GRADE SALAMI.

2. COMMENT: AT ROUGH ESTIMATE OF \$3,000 PER TON,
ROMANIA SALAMI EXPORT CAPACITY WILL INCREASE BY OVER
\$100 MILLION. GOR RELEASES NO DATA ON EXPORT PLAN BY
PRODUCT. HOWEVER, EXAMINATION OF FIVE-YEAR PLAN STATISTICS
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ON DOMESTIC PRODUCTION AND CONSUMPTION, AND UNDER

ASSUMPTION OF NO MEAT IMPORTS OR CHANGES IN MEAT INVENTORY LEVELS, REVEALS PLANNED GROWTH IN MEAT EXPORTS OF 380 THOUSAND TONS. BY DEVOTING ROUGHLY ONE TENTH OF THAT VOLUME (35 THOUSAND TONS) TO HIGH QUALITY SALAMI PRODUCTION, ROMANIA WILL SHARPLY UPGRADE ITS PRODUCT MIX IN MEAT EXPORTS.

3. WE BELIEVE ROMANIA MAY FACE PROBLEMS IN UNLOADING THAT MUCH SALAMI ON THE WORLD MARKET. ACCORDING TO THIS SAME BUSINESS REP, DROP-OFF IN U.S. CONSUMPTION OF SALAMI, AFTER DENMARK JOINED EC, YIELDS A U.S. CONSUMPTION GAP OF ONLY ABOUT 2.5 THOUSAND TONS. WE ARE AWARE ROMANIA EXPORTING LAMB AND BABY BEEF TO MIDDLE EAST ON DAILY FLIGHTS, BUT ASSUME MOSLEM DIETARY LAWS WOULD PRECLUDE LARGE QUANTITIES OF PORK SALAMI. WE ASSUME EC RIGIDITY ON MEAT IMPORTS RULES OUT EC AS CONVENIENT OUTLET. WE DO NOT SEE READILY AVAILABLE HARD CURRENCY MARKET FOR SUCH LARGE QUANTITIES OF SALAMI AND EXPECT SUCH MISALLOCATION OF RESOURCES TO COME HOME TO HAUNT AGMIN AS FIVE-YEAR PLAN NEARS COMPLETION.

VIETS

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